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MEETING
STATE OF CALIFORNIA
INTEGRATED WASTE MANAGEMENT BOARD
SPECIAL WASTE COMMITTEE

JOE SERNA, JR., CALEPA BUILDING
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APPEARANCES

COMMITTEE MEMBERS

Ms. Rosalie Mulé, Acting Chairperson

Ms. Rosario Marin

STAFF

Ms. Julie Nauman, Chief Deputy Director

Ms. Marie Carter, Chief Counsel

Mr. Jim Lee, Deputy Director

Mr. Mitch Delmage, Manager, Waste Tire Management

Mr. Bob Fujii, Supervisor, Tire Remediation & Engineering
Technical Services

Ms. Diane Nordstrom

Ms. Stacey Patenaude

Ms. Dana Stokes

ALSO PRESENT

Mr. Terry Leveille, TL & Associates

Dr. Wesley Schultz

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INDEX	PAGE
Roll Call And Declaration Of Quorum	1
A. Deputy Director's Report	1
B. Presentation Of The Results Of Community-Based Social Marketing (CBSM) Pilots To Increase Used Oil Recycling Participation In Three California Counties (FY 2002/2003 Used Oil Recycling Fund Contract IWM-C2056) -- (October Board Item 21)	5
C. Consideration Of Scope Of Work For Contract For Construction Management And Research Regarding Civil Engineering Applications Using Tire Derived Aggregate (Tire Recycling Management Fund, FY 2005/2006) -- (October Board Item 22)	31
Motion	45
Vote	46
D. Consideration Of The Eligibility Criteria, Ranking Criteria And Evaluation Process For The Local Government Waste Tire Cleanup And Amnesty Event Grant Program For FY 2005/2006 (Tire Recycling Management Fund) -- (October Board Item 23)	46
E. Consideration Of Scope Of Work For A Public Awareness Campaign To Promote Sustainable Practices (Waste Tire Recycling Management Fund, FYs 2005/2006 And 2006/2007) -- (October Board Item 24)	59
Public Comment	59
Adjournment	62
Reporter's Certificate	63

1 PROCEEDINGS

2 ACTING CHAIRPERSON MULÉ: Good morning, everyone.
3 Welcome to the October 5th meeting of the Special Waste
4 Committee.

5 Our Committee Chair, Cheryl Peace, cannot be here
6 today, and so she asked that I sit in for her.

7 There are agendas on the back table. And if
8 anyone would like to speak to an item, please fill out a
9 speaker's form and bring it up to Eronia here up front,
10 and we'll give you the opportunity to speak.

11 Also, we'd like for you to turn off or put in the
12 silent mode your cell phones and pagers please.

13 And with that, would you call the roll, Eronia?

14 COMMITTEE SECRETARY HUNT: Chair Marin?

15 COMMITTEE MEMBER MARIN: Here.

16 COMMITTEE SECRETARY HUNT: Member Mulé?

17 ACTING CHAIRPERSON MULÉ: Here.

18 Okay. Do you have any ex partes?

19 COMMITTEE MEMBER MARIN: I'm up to date.

20 ACTING CHAIRPERSON MULÉ: And as am I.

21 And, Mr. Lee, we'd like to have you provide your
22 Deputy Director's report. Good morning.

23 DEPUTY DIRECTOR LEE: Good morning, Madam Chair
24 and Committee member. Thank you. I'm Jim Lee, Deputy
25 Director of the Special Waste Division.

1 I have one item on my Deputy Director's report
2 for this morning.

3 The Board has asked the Grants Executive
4 Oversight Committee, the GEOC, to be very proactive in
5 researching ways to further simplify the application for
6 and administration of the Board's various grant programs.
7 Working at the direction of the GEOC, and given that a
8 majority of the Board's grants are initiated and
9 administered out of the Special Waste Division, we have
10 been asked to spearhead this effort.

11 As you know, the Special Waste Division has
12 already streamlined or propose streamlining of several
13 grant programs. These efforts have been received
14 favorably by the Board and the regulated community in
15 recent months. Indeed, you will be hearing later this
16 morning in Agenda Item E, Committee Item 23, about another
17 proposed grant streamlining effort.

18 However, the GEOC recognizes the need to proceed
19 about this task in a comprehensive manner, providing the
20 opportunity for existing grantees, potential grant
21 applicants, and other affected stakeholders in all of the
22 Board's grant programs to be made aware of and to interact
23 on the Board's grant streamlining efforts.

24 We want the Board's stakeholders to be able to
25 critique our efforts to date and to propose their own

1 ideas on how things could be done better. To this end,
2 the GEOC will be sending out a solicitation in the next
3 week or so requesting input by E-mail or snail mail from
4 stakeholders.

5 We have already or will also provide the
6 opportunity for comment at some of our regularly scheduled
7 monthly Tire Program workshops or our bimonthly Household
8 Hazardous Waste exchange meetings.

9 We will compile the comments and suggestions and
10 return to the Board in December or January with a
11 presentation on our findings and recommendations.

12 Madam Chair, that concludes my Deputy Director
13 report. And I'm prepared to move into today's agenda
14 unless there's any comments or questions.

15 COMMITTEE MEMBER MARIN: I cannot tell you how
16 pleased I am that you guys are doing this. We thought at
17 the Board that we needed to improve the grant process --
18 or processes. We asked the Executive Director -- the
19 Deputy Executive Director, and you guys are following the
20 direction. I am so pleased, because I really believe that
21 even minor changes can make a huge difference to the
22 grantees. And I'm anxious to hear from them how better
23 can we do this process. And I'm really hopeful that by
24 streamlining it; by reducing the amount of grants; by
25 expanding the times, instead of being one year grants, two

1 year grants and so forth, that the process will be really
2 much better for everybody involved. And, you know, the
3 staff time, I mean the staff time gets reduced as well.

4 So I'm really, really excited. And I cannot tell
5 you how much I've desired this to happen, even faster than
6 what it already has. But I really appreciate it.

7 DEPUTY DIRECTOR LEE: Thank you.

8 ACTING CHAIRPERSON MULÉ: Thank you, Madam Chair.
9 Add I just want to echo your comments. This is something
10 that we as a board have discussed. And we're very, very
11 pleased, I'm very pleased to see the progress that you're
12 already making with some of the existing grants. You
13 didn't wait for the Committee to come up with the
14 recommendations. You're already implementing a lot of
15 the -- you know, the ideas that we had presented. And so
16 we're -- I'm very pleased. And I just want to thank you.

17 And also, if I could, I want to thank Julie
18 Nauman for your leadership on this. I really appreciate
19 it. Thank you very, very much.

20 COMMITTEE MEMBER MARIN: Just in case -- it's not
21 that I want to be incognito, but I forgot my regular
22 glasses. So if I start putting my glasses on, it's
23 because I can't see anything that is going on. Okay?

24 ACTING CHAIRPERSON MULÉ: That's fine, Chair
25 Marin.

1 Please proceed.

2 DEPUTY DIRECTOR LEE: Thank you, Madam Chair.

3 The first item for the Committee's consideration
4 is Board Item No. 21, Committee Item B: Presentation of
5 the results of Community-based Social Marketing pilots to
6 increase used oil recycling participation in three
7 California counties.

8 Community-based Social Marketing, CBSM, can be a
9 complement or an alternative to traditional media-based
10 outreach campaigns. It shows considerable promise in
11 being able to positively affect people's behavior to
12 achieve desired results. The presentation you will here
13 this morning describes very encouraging results from three
14 pilot CBSM programs initiated through a used oil program
15 contract.

16 Dana Stokes and the contractor, Dr. Wesley
17 Schultz, will make the remainder of the staff
18 presentation.

19 (Thereupon an overhead presentation was
20 Presented as follows.)

21 DEPUTY DIRECTOR LEE: Is Bob Davila in the room?
22 We need him now so we can go between the various
23 PowerPoint slides.

24 MS. STOKES: Good morning, Board members. I am
25 Dana Stokes from the Used Oil Program.

1 I'm presenting the introduction to Dr. Wes
2 Schultz' summary of research results from three
3 community-based social marketing pilots he conducted in
4 collaboration with three local used oil block grantees.
5 Dr. Schultz is a professor of psychology at the California
6 State University, San Marcos, and he has conducted CBSM
7 research to change a variety of different human behaviors.

8 --o0o--

9 MS. STOKES: Before we get into discussing CBSM,
10 I want to give you some context for this project.

11 The Used Oil Program assessment conducted by Cal
12 Poly in 2004 recommended actions to enhance the
13 effectiveness of the Used Oil Program. In response to
14 those recommendations the Board approved the Used Oil
15 Program implementation plan in December 2004 that focuses
16 on seven strategies. One of these strategies is to
17 actively promote program improvements to the transfer of
18 best practices to grantees. Community-based Social
19 Marketing, otherwise known as CBSM, is a best management
20 practice that staff have been encouraging grantees to
21 adopt for the past three years.

22 --o0o--

23 MS. STOKES: Why use the CBSM approach?

24 Used Oil Program staff were first introduced to
25 CBSM as a potential used oil recycling program design

1 model during a training session for staff conducted by
2 CBSM researcher Doug McKenzie-Mohr in the spring of 2002.

3 Most local government used oil recycling programs
4 try to convince the public to recycle their used oil via
5 traditional mass media and informational campaigns that
6 raise public awareness.

7 But research has shown that knowledge by itself
8 does not lead to behavior change. Community-based Social
9 Marketing is a program design model, instead of
10 intervention strategies, that has been showed to actually
11 bring about behavior change. CBSM then provides grantees
12 with a framework to increase used oil recycling
13 participation in their respective communities.

14 --o0o--

15 MS. STOKES: From this point on Dr. Schultz will
16 summarize the three pilots.

17 DR. SCHULTZ: Good morning. Thank you very much
18 for the opportunity to come and speak in my -- I'm not on.

19 Maybe closer?

20 Okay. Sorry.

21 Okay. We have three sets of results to present
22 today, a series of studies that we conducted over a
23 two-year period. I would like to open it up at any point.
24 If you have questions or you want to stop, please do. I
25 have prepared remarks I can go through, but I'm also ready

1 to answer questions at any point.

2 As Dana pointed out, typical programs designed to
3 change behavior consist of media messages that inform
4 people. It's based on the notion that people don't act
5 because they don't know; what we've called the knowledge
6 deficit model of behavior change.

7 There's a lot of research being conducted by
8 behavioral scientists, by psychologists, sociologists,
9 economists and so forth, looking at the reasons that
10 people act or don't act.

11 What I've shown here is this basic model of
12 behavior change based on information campaigns and
13 education: The assumption that if you educate people,
14 they will know more; and if they know more, they will
15 therefore act. We know in psychology that this is not
16 true, and we know that this is not true across a variety
17 of different domains, health domains, environmental
18 domains, safety domains, a whole host of behavioral
19 domains.

20 --o0o--

21 DR. SCHULTZ: So if we know that it doesn't work,
22 why do we continue to use it? And I list here a couple
23 possible explanations.

24 One is public image: At least we're doing
25 something.

1 Second is cost: Information campaigns are
2 relatively inexpensive and they can be done by staff or by
3 marketing firms.

4 Third, it would work for us: That is, we as the
5 program designers, it would work for us because we already
6 care. We already have a motive to act, a reason to act,
7 and so education would be sufficient. For people who
8 don't have a motivation, who don't already care about the
9 behavior, education and knowledge will not be sufficient
10 to produce behavior.

11 And fourth on the list of why it's continually
12 used is lack of evaluation. Essentially we don't know if
13 programs work or don't work, because we don't evaluate
14 their effectiveness.

15 --o0o--

16 DR. SCHULTZ: Community-based Social Marketing is
17 an alternative approach. And I think it's important to
18 point out that it is an approach and not a product. That
19 is, it is a set of steps, a process that a particular
20 organization goes through with the ultimate goal of
21 changing behavior. It's a four-step process. It begins
22 by identifying the barriers for the actions, designing
23 interventions to overcome the barriers, pilot testing this
24 approach on a small scale, and then evaluating the results
25 so that you know if the approach is going to be effective

1 or not.

2 --o0o--

3 DR. SCHULTZ: Okay. Dana alluded already to a
4 little bit of reasons for why use CBSM. One of the basic
5 lessons of psychology is that people act or don't act for
6 reasons. And successful campaigns require an
7 understanding of these reasons, both at the individual
8 level, the psychology of it, and also the situational
9 factors, the context or the technical aspects of the
10 program.

11 Typical information campaigns ignore these
12 motives for behavior and focus on a faulty assumption for
13 why people don't act.

14 --o0o--

15 DR. SCHULTZ: Sorry. Our slides are out of
16 sequence.

17 The studies that I'm going to summarize today
18 were conducted in three diverse areas of California. We
19 did in an urban setting in Los Angeles with certified
20 collection centers. We did a rural site in Madera County,
21 again with certified collection centers. And we did a
22 suburban site in Napa County focusing on curbside oil
23 collection program.

24 It's important to point out that these programs
25 already existed. We didn't create the programs. Rather

1 we came into an existing program and implemented these
2 community-based social marketing strategies in an effort
3 to improve them.

4 --o0o--

5 DR. SCHULTZ: Okay. Step by step now through
6 each of the different projects. We'll start with the
7 Madera County project.

8 Participants in this intervention were DIYers,
9 do-it-yourselfers that we recruited from a Napa Auto Parts
10 store. And we wanted to test the effectiveness of a
11 commitment intervention. We knew from some barrier
12 studies that people generally lacked the motivation to do
13 it. We also knew that in Madera County oil recycling was
14 difficult. It's rural. The certified collection centers
15 tended to be collected in the urban areas. And so if you
16 lived in remote outlying areas it was difficult and
17 challenging to take your oil to be recycled.

18 Our procedure involved a commitment sticker,
19 which I showed on the previous page. This is not a
20 sticker that we designed. This was already designed by
21 CBSM staff and was available on the website. So grantees
22 already had this as a possible intervention program.

23 Essentially if an individual commits to do a
24 behavior, the research is clear in showing that they're
25 substantially more likely to follow through on that

1 commitment than had they not done so.

2 --o0o--

3 DR. SCHULTZ: Our procedure involved survey
4 research. We asked the DIYers at Napa Auto Parts store to
5 complete a short survey and then sign a commitment card
6 that we affixed to a free funnel. That was our commitment
7 intervention. They also answered questions about their
8 disposal intentions. And all of the participants received
9 information about disposal locations.

10 --o0o--

11 DR. SCHULTZ: Hard to read this slide, but I can
12 walk through it.

13 This shows -- sorry. This shows the one-month
14 outcome, that is, the follow-up for those participants,
15 the 90 participants that were in our pilot study.

16 We have three different experimental conditions:

17 We have a control condition that just received
18 straight information. This would be analogous to your
19 traditional information campaign where you disseminate
20 information with the goal of educating people. That was
21 our control.

22 We also had a free funnel condition with no
23 commitment, that is, just a free give away.

24 And then we had the funnel attached with the
25 commitment.

1 The results from the one-month follow-up show
2 clear results relative to the control condition. The
3 commitment and the funnel by itself were sufficient to
4 induce behavior change. So what we show here is responses
5 to the question: "The next time I change the oil I will
6 recycle it." And so this is their intentions to do so.

7 In Madera we also asked about their intentions to
8 properly dispose of oil and also their self-reported
9 improper disposals in the past. The results here were
10 also quite clear. Both the funnel and the commitment
11 conditions dropped intentions to improperly dispose to
12 zero relative to the control condition, which was about 9
13 percent.

14 Before I go to the next site, are there questions
15 on the Madera project?

16 --o0o--

17 DR. SCHULTZ: Okay. Our second site was Napa
18 County. Napa County was our suburban region. We focused
19 on an existing curbside oil collection program. The
20 target population was slightly more than 5,000 households
21 that were serviced by a local hauler for a curbside
22 program. There were four distinct regions of the county
23 that we worked with. This allowed us to serve -- to use
24 one-half of the county as a control and the other half as
25 an intervention so we could evaluate our effectiveness.

1 I should point out that we used a delayed
2 treatment so that those households that were in the
3 control condition also received a treatment at the end of
4 the intervention. So it's not that using a control means
5 that some population doesn't get the intervention
6 materials.

7 Our baseline data suggested the program was
8 substantially under-utilized. There were slightly more
9 than a thousand potential users, of which only 339 were
10 enrolled in the program and there had been a steady
11 decline over the prior five years.

12 There was the potential of slightly more than
13 8,000 gallons of oil to be collected per year. But in the
14 year prior to our intervention they collected only 600,
15 that is, 7 percent of the estimated total.

16 Our barrier surveys showed two targets. One was
17 lack of knowledge, and the second was a perception that
18 others in the community don't use it.

19 ACTING CHAIRPERSON MULÉ: Was there a lack of
20 knowledge of the curbside program or was there a lack of
21 knowledge of how to properly dispose of used motor oil?

22 DR. SCHULTZ: The lack of knowledge was that the
23 program even existed.

24 ACTING CHAIRPERSON MULÉ: The curbside program?

25 DR. SCHULTZ: That's right.

1 So here's a case -- I said earlier that knowledge
2 is not a motivation to act. And I stand behind that
3 conclusion. Lack of knowledge though can be a barrier to
4 action. An individual can be motivated to do it. But
5 unless they know how, when, where and so forth, it serves
6 as a barrier and they won't.

7 So here we have a case where the barrier data,
8 the survey data we collected showed lack of knowledge.
9 And so we were confident that that was a reasonable
10 approach to take.

11 COMMITTEE MEMBER MARIN: Let me ask you this.
12 There was -- your potential users, 1,026, that was because
13 of the do-it-yourself people. Would we assume that those
14 do-it-yourself people were actually taking the used oil to
15 the place where they were purchasing the new oil?

16 DR. SCHULTZ: We don't know what they're doing
17 with their used oil. What we do know is that they're not
18 utilizing the existing curbside collection program. There
19 were alternative methods for disposal in the county.
20 There were a couple certified collection centers and a
21 county collection site. Presumably they would be using
22 those rather than the curbside program. But I don't think
23 that's a safe assumption to make without data.

24 COMMITTEE MEMBER MARIN: Because it's very
25 significant if only 333 people were actually using it.

1 That's a huge -- you know, it's a lot of people that were
2 not using it. But I'm thinking, well, if they have been
3 changing their oil all the time, is it possible that they
4 knew that they could return it at the place where they
5 purchase it.

6 DR. SCHULTZ: We did have survey data that looked
7 at alternative disposal methods. And what you'll find is
8 that there's generally a range of different places that
9 they take their used oil. They'll take it to a mechanic,
10 not necessarily a certified collection center.

11 So our focus was on this existing curbside
12 program. The question that the county was asking is, "Can
13 we improve this program and make it worth the cost that
14 we're investing in it?"

15 --o0o--

16 DR. SCHULTZ: Okay. The intervention that we
17 designed was a direct mail brochure. It consisted of
18 information about the program. Importantly, we also added
19 a social norms piece. That is, the barrier surveys showed
20 that people didn't believe it was used. They didn't
21 believe other people used the program. We went out into
22 the community and got testimonials from residents that did
23 use it; used their pictures; incorporated them into the
24 direct mail brochure. And so, in essence, had
25 testimonials from neighbors, from people like themselves

1 saying, "Yes, I used the program. The program is easy.

2 The program is effective."

3 --o0o--

4 DR. SCHULTZ: Our results for Napa County. Here

5 we have the number of calls to the -- to join the curbside

6 collection program. These are not the number of calls for

7 pickups. These are the number of calls to join the

8 program. So they get a free oil storage container. And

9 now they're on the list so that the hauler will pick up

10 oil from their residence.

11 The results are quite clear in showing that at

12 the point of the intervention, the first blue line there,

13 shows our initial two areas of the county. We see a nice

14 spike in the number of calls to join the program. The

15 pink line there is the delayed treatment, so the control

16 received the intervention materials after the fact, and we

17 also see a spike there.

18 --o0o--

19 DR. SCHULTZ: This graph shows the number of

20 calls on requesting oil pickup through the curbside

21 program. You can see the historical data going back. The

22 blue line represents our intervention area. Consistent

23 with the request to join the program, you see a

24 substantial increase in the number of calls to pick up

25 oil.

1 Now, what we don't have here is sufficient data
2 going out in time to know how long-lasting is the effect.
3 Is it a one-shot deal or is it going to be persistent?
4 That, we don't know, and it will take more data to answer.

5 --o0o--

6 DR. SCHULTZ: I apologize. There are slides that
7 are out of order. So I'm going to skip through a couple
8 here.

9 All right. Our third location was Los Angeles,
10 population of 10 million. We estimate 1.9 million
11 do-it-yourselfers generating nearly 16 million gallons of
12 used oil.

13 The county had consistently conducted information
14 campaigns. They distributed fliers. They had radio and
15 television public service announcements, also billboards
16 and other print media.

17 The county has more than 600 certified collection
18 centers. They hold weekly special collection events.
19 They're existing barrier research, so we didn't conduct
20 any additional surveys or focus groups. We used what they
21 already had.

22 Their barrier surveys suggested two potential
23 barriers: One is inconvenience and a lack of time; and
24 second is lack of a proper storage container. So we
25 targeted these two.

1 --o0o--

2 DR. SCHULTZ: Sorry. I'm out of order again.

3 Oh, I'm going backwards.

4 We focused on certified collection centers, 16 of
5 them. We randomly assigned a collection center to either
6 our experimental condition or a control condition. The
7 experimental condition received free oil containers to
8 give away to their customers. These were the large 15
9 quart storage containers. They have a retail value of
10 about \$12, so they were enticing to the customers to get
11 these for free.

12 We used two matched pairs for our experimental
13 condition. One was the traditional CIWMB informational
14 sticker about the -- about recycling used oil. The second
15 was an alternative motivational sticker that we created
16 that provides a reason to dispose of oil rather than just
17 straight information. We looked at gallons of oil that
18 were collected through these certified collection centers
19 using CIWMB data from -- reported from the CCCs.

20 --o0o--

21 DR. SCHULTZ: This is the traditional sticker
22 that's used, I guess as many people in the room recognize
23 it, "Recycle used oil and filters." It is informational.
24 It doesn't provide a reason to do it. It just says do it.

25 --o0o--

1 DR. SCHULTZ: We developed an alternative based
2 on a series of focus groups and field studies oriented
3 around the idea of "take the last step." That is, you've
4 already done the initial stages. You've changed the oil.
5 You've stored it. You have a storage container because
6 we've given it to you. And the final step, the last step
7 is to recycle.

8 It was presented in English and in Spanish. And
9 we made sure that there were not a large percentage of
10 alternative languages spoken at these sites that we were
11 working with.

12 --o0o--

13 DR. SCHULTZ: Here are the results in terms of
14 gallons of oil collected through the certified collection
15 centers. These are averages per store, so they're not
16 totals. Remember, there were matched pairs. So I'm less
17 concerned about the differences between standard and CBSM
18 than I am in differences between the control and the
19 experimental.

20 You can see that both yielded an increase in the
21 number of gallons of oil collected; but that the
22 alternative sticker that provided a motivational reason
23 produced substantially larger changes in behavior.

24 --o0o--

25 MS. STOKES: I apologize --

1 DR. SCHULTZ: You all read those last slides,
2 right?

3 MS. STOKES: I apologize for the -- we had it
4 sequentially organized and it didn't load properly.

5 In terms of transferring CBSM, we're making a
6 number of avenues -- or have a number of avenues for
7 sharing the results of successful CBSM pilots and also
8 grantee-tested CBSM projects with other grantees. We
9 share those at our annual conference at bimonthly
10 household hazardous waste information exchanges in
11 northern and southern California. We've also included
12 CBSM as a program criteria in the last several grant
13 cycles to provide grantees with an incentive to adopt the
14 CBSM program design model and use other previously tested
15 models.

16 And we provide ongoing technical assistance to
17 grantees as grant managers.

18 DEPUTY DIRECTOR LEE: Madam Chair, are there any
19 comments or questions with regards to the presentation?

20 ACTING CHAIRPERSON MULÉ: I just have -- go
21 ahead.

22 COMMITTEE MEMBER MARIN: No, I -- this is -- you
23 know, my hope would be that we'd transfer some of this
24 information to other programs. You know, what we've
25 learned insofar as social marketing is concerned, I think

1 they'd be applicable. Of course each program has its own
2 little things. But I think that what we're learning can
3 be transferred to other areas of the Board.

4 And I'm wondering, is there a plan to go back and
5 evaluate Madera, L.A. and -- you know, a year later? I
6 don't know -- and I don't know that was included in the
7 grant. But what long-lasting effects does this have? I
8 mean bottom line, we may be able to see it -- to see the
9 increase, you know, a month later. But does that continue
10 over time?

11 MS. STOKES: We will be going back because we
12 collect annual oil collection data. So we will be looking
13 at those jurisdictions to see if the increase was
14 consistent over time.

15 And we're also attempting -- CBSM is an
16 interesting program planning approach. We're actually
17 trying to -- we're going to be looking into taking the
18 barrier survey that Wes used for the pilots and turning
19 that into a more generic template that all grantees can
20 use for the English-speaking target audience. We've got
21 three -- a couple of nonprofit and research demonstration
22 grants in southern California. They're doing -- going to
23 be doing barrier surveys and focus groups of the Latino
24 immigrant audience. That's another target audience where
25 they'll be coming up. I met with them last week, and

1 they're going to be jointly developing a barrier survey
2 and some intervention strategies that we can then transfer
3 to other grantees of -- with similar demographics in DIYer
4 populations.

5 So the idea is that for all aspects of the CBSM
6 projects that we possibly can, we will transfer those
7 materials to other grantees. They have to be customized
8 somewhat depending on -- I mean it is community based in
9 terms of the intervention strategies.

10 DR. SCHULTZ: Yeah, let me add two things to
11 that. One is that -- two things to that.

12 Yeah, I want to follow up on something that Dana
13 said. And, that is, the idea that community-based social
14 marketing is community based. It's not a large scale
15 social marketing in that you're developing a set of
16 materials that you're going to use for the whole
17 population. And as you pointed out, there are
18 differences -- specific differences across different areas
19 of the state. So it's important that you frame the
20 intervention in the behavior-changed methods in terms of
21 the context in the communities that you're working.

22 Now, with that said, I think there are some
23 general principles that could be applied across them. So
24 it's possible that you'll have a basic set of materials
25 that can be adopted by the communities, but that the

1 communities need to go through the process in order to
2 tailor them and make them specific to their population.

3 The second point I wanted to make is the idea of
4 long-term changes. The three interventions that we did
5 were pilot intervention. So the data that I presented
6 were from 90 DIYers Madera. They were from 16 certified
7 collection centers in L.A.

8 We're trying to use experimental methodology to
9 figure out what works, not necessarily to implement it
10 county-wide, which we would leave to the specific
11 jurisdiction. But rather to develop a set of tools that
12 we can give to the jurisdictions and say, "We know this
13 works, and this is a best-practice approach that you could
14 adopt."

15 COMMITTEE MEMBER MARIN: Well, let me just ask
16 you -- because we have to deal, not with individual
17 communities as much as, I understand, the peculiar
18 settings of each individual community. At the end of the
19 day we're a statewide board. And when we have programs,
20 they're statewide programs. And I think that having the
21 pilot programs help us design hopefully a statewide
22 campaign. At the end of day, you know, we -- it's all
23 about money, you know. We cannot be designing individual
24 programs for small communities for 90 centers when we have
25 3,000 centers.

1 You know, hopefully what we learn from those
2 experiments, we will be able to extrapolate. You know, I
3 think for me that would be the real challenge, you know.
4 I don't know how expensive this -- do you have any idea
5 how expensive this particular pilot testing or program
6 was?

7 MS. STOKES: It was 120,000 for the three pilots.

8 COMMITTEE MEMBER MARIN: Okay. So for me it
9 would be money very well spent if from that we can develop
10 a statewide campaign. Take what we learn. Take what we
11 learn from the urban setting, the semi-urban setting and
12 the rural. Somewhere, somehow, with the ingenuity and
13 creativity that you all possess, develop a statewide. You
14 know, there are probably certain truths within each one of
15 those settings that could then help us extrapolate.
16 Because we simply couldn't afford some of this testing,
17 you know, with all the -- not only 58 jurisdictions, but
18 520 districts that we deal with.

19 You understand, Doctor?

20 DR. SCHULTZ: Yes, I understand.

21 There's also the question though of whether or
22 not the approach that you develop will work for the
23 population as a whole. That is, what you find might work
24 for the Latino population but it wouldn't necessarily work
25 for the white population. That is, you need to segment

1 the statewide population into smaller groups. And whether
2 you segment by county or whether you segment by different
3 demographics, there need to be specific tools developed
4 for specific populations.

5 COMMITTEE MEMBER MARIN: Right. I couldn't agree
6 more, you know. I know that there -- we're talking about
7 words. You know, a word that would be understood by
8 everybody in English, you say -- you translate that word
9 into another language and you may be offending them, you
10 know. So we need to be very careful.

11 The point is that it is my hope that there are
12 certain, I would call, universal truths that will help us
13 develop the statewide campaign. Because at the end of the
14 day it's a matter of money. We have to do the very, very
15 best with the limited resources we have. And we certainly
16 couldn't -- we couldn't have all these pilot projects in
17 and 520 jurisdictions. So I think that this should
18 provide us with enough information to help us really steer
19 a statewide campaign.

20 DR. SCHULTZ: If there is a lesson to be learned
21 from all of these that would generalize at the state
22 level, I think one of them is that information is not
23 sufficient, that you need to make use of other
24 motivational approaches to change behavior. And second is
25 something that we didn't have an opportunity to get into

1 and, that is, the idea of an awareness campaign widely
2 used, an approach in which you try and raise awareness or
3 the level of appreciation that people have for a
4 particular behavior. The research is clear in showing
5 that that can actually produce boomerang effects. So I
6 think we need to be careful and study the particular
7 approaches that we adopt before we implement them. And I
8 think the CBSM methodology is a way to go about doing it.

9 DEPUTY DIRECTOR LEE: Ms. Marin, another thing I
10 wanted to bring to the Committee's attention: The Used
11 Oil Program perhaps presents a unique opportunity to kind
12 of look at this approach. Remember that each of some 250
13 jurisdictions get an entitlement grant every year. On
14 average they use 30 to 40 percent of that grant on
15 publicity and education outreach activities. The activity
16 the vast majority of them prefer is the traditional
17 media-based campaigns. The staff's impression is that
18 those campaigns have been effective to a point. But again
19 to really get it to the next level, there was a need to do
20 something else.

21 So that is why we've been particularly enamored
22 of this particular approach. Like I said, we've piloted,
23 you know, had third-party evaluations of it. As I
24 noticed -- as I mentioned in my opening remarks, we're
25 very encouraged by the results.

1 That said, we are also kind of looking at this
2 whole idea of whether or not we need to be looking at more
3 of a statewide campaign versus having each jurisdiction do
4 its own program. You might recall, that's one of our
5 contract concepts that the Board approved back in November
6 to kind of look at that whole area.

7 But in the interim, since they are -- you know,
8 each jurisdiction is getting its own little pot of money,
9 we're trying to encourage them to follow the Board Chair's
10 mantra, you know, to be more effective, it would be more
11 cost efficient, to be more accountable. And this is one
12 area where we think that their monies might be better
13 spent.

14 COMMITTEE MEMBER MARIN: And I'm not -- I
15 couldn't disagree with that. There is absolutely.

16 You know, on the one hand we have -- we have a
17 dichotomy, because I do believe that when we give these
18 grants to jurisdictions, it would be my hope that they
19 know how to best utilize those monies.

20 However, from what we have learned from these
21 pilots, it would be encouraging to see that they're taking
22 that information and applying it locally with -- you know,
23 with the funds that we're giving them. You know, it would
24 be extremely encouraging.

25 So the job for us is to go out there and let them

1 know: Listen, if you're a rural community, this is what
2 was very successful in Madera County. If you're San
3 Francisco, look what we learned in L.A. And I'm just
4 making, you know, communities up, but --

5 DR. SCHULTZ: We tried to do that.

6 COMMITTEE MEMBER MARIN: And then see how -- you
7 know, at the end of day do we have more success? And at
8 the same time start thinking of, well, maybe there is a
9 statewide effort that can be used.

10 ACTING CHAIRPERSON MULÉ: Right.

11 COMMITTEE MEMBER MARIN: You know, I'm not the
12 social marketer. I'm a proponent of that, but I'm not
13 it. And I would look up to your research to suggest
14 whether that would be a good idea or not.

15 DEPUTY DIRECTOR LEE: We understand.

16 ACTING CHAIRPERSON MULÉ: Yeah, I just want to
17 build on that. What I envision is some type of statewide
18 campaign -- awareness campaign, if you will, with a
19 generic message. But utilizing the results of these pilot
20 programs and the grant -- the block grants that the
21 communities receive, they can then take that generic
22 message and build on it and customize it to meet the needs
23 of their community, whether it's a rural jurisdiction, a
24 suburban jurisdiction or urban area.

25 So it's really using a combination of both. I

1 mean that's how I envision it. But obviously that has yet
2 to be seen how this all works out.

3 But I do think that this information is very,
4 very helpful and very useful. And it would be interesting
5 to follow it up on a longer-term basis to see how did we
6 do -- okay, immediately we got results. But, you know,
7 what were the results a year down the road or six months
8 down the road? Did that behavior continue or did it --
9 did they go back to their old behavior? So --

10 COMMITTEE MEMBER MARIN: They're old wicked ways.

11 And last, but not least, I think that it's also
12 really important, we are seeing that we want to maybe
13 extrapolate some of this to other programs. I don't know
14 how much our Public Affairs group was involved in all of
15 this, but it might also be a good idea to begin to bring
16 them into the mix. Because what we are seeing and what
17 we're going to be seeing in the next few months and years
18 is that we need to -- as a board, as an entity we need to
19 have a very consistent message. And it's going to be
20 across programs and it's going to be across mediums. We
21 just need to be able to have the same message go over and
22 over and over again. And I don't know that it's a
23 competing message. I wouldn't want it to be a competing
24 message. It needs to be the same.

25 So, John, would you make sure that somewhere,

1 somehow what we're doing in one area does not compete
2 against another area? So we need to have that
3 collaboration in place. Okay?

4 ACTING CHAIRPERSON MULÉ: Thank you, Dr. Schultz,
5 thank you, Dana.

6 DEPUTY DIRECTOR LEE: Thank you, Madam Chair.

7 Board Item 22 is consideration of the scope of
8 work for the contract for construction management and
9 research regarding civil engineering applications using
10 the tire derived aggregate.

11 Expanding civil engineering uses of tires along
12 with increased RAC usage is one of the main areas of focus
13 in the revised five-year plan.

14 Developing more civil engineering uses of waste
15 tires and increased RAC usage are among the most cost
16 effective options for significantly increasing
17 California's waste tire diversion and recycling rate.

18 In June, the Board approved the contract for
19 civil engineering and environmental services with Dr. Dana
20 Humphrey. Dr. Humphrey will serve as a civil engineering
21 technical expert.

22 The scope of work you have before you today is
23 for a contractor that will complement the efforts of Dr.
24 Humphrey and the Board's recycling material marketing
25 contractor by providing in-the-field construction

1 management and other services.

2 I will now ask Stacey Patenaude to provide more
3 specific information on the duties to be performed under
4 this proposed scope of work and to make the remainder of
5 the staff presentation.

6 MS. PATENAUDE: Thank you, Jim.

7 Good morning, Madam Chair, Committee member.

8 Well, what's left?

9 This contractor if chosen -- the contractor
10 chosen for this contract will provide primarily
11 construction oversight for projects in which waste tires
12 are used for civil engineering application such as light
13 weight fill in highway embankments, light weight fill
14 behind retaining walls, vibration attenuation layers for
15 light rail, drainage and gas collection layers in
16 landfills, and other civil engineering applications.

17 This contractor will also help with the
18 development and implementation of pile projects where TDA
19 is used in new and innovative civil engineering
20 applications. If deemed necessary, this contractor will
21 be responsible for supplying TDA material for selected
22 projects.

23 This contract differs from Dr. Humphrey's
24 contract in that Dr. Humphrey's primary roles are for the
25 education, technical assistance and design of projects

1 using TDA. This contractor would be more of a hands-on
2 contractor which would help with the implementation,
3 initiating contacts with public works departments,
4 possibly helping set up meetings, and applying -- I mean
5 providing more assistance that way.

6 This contract would encumber \$500,000 from the
7 Market Development and New Technology Section of the
8 five-year plan.

9 Staff would like to recommend that the Committee
10 adopt Resolution 2005-282 and approve the proposed scope
11 of work for the contract for construction management and
12 research regarding civil engineering applications using
13 tire derived aggregate, the scope of work, Attachment 1.

14 Thank you. If there's any questions, I'd be
15 happy to answer them.

16 ACTING CHAIRPERSON MULE: Questions?

17 COMMITTEE MEMBER MARIN: Well, let me ask you
18 this. I don't -- there's something that I don't quite
19 understand. I understand Dr. Humphrey's role. He's our
20 guru, our technical guru.

21 Then we're going to have the RAC centers also
22 with some kind of technical support as well; is that
23 correct?

24 MS. PATENAUDE: No. RAC does RAC. The RAC
25 centers --

1 COMMITTEE MEMBER MARIN: RAC is just RAC.

2 MS. PATENAUDE: Yeah, they have no knowledge or
3 expertise in civil engineering tire derived aggregate.

4 COMMITTEE MEMBER MARIN: Okay. So is just Dr.
5 Humphrey -- up until now it will just be Dr. Humphrey?

6 MS. PATENAUDE: Correct. Dr. Humphrey and his
7 team. He has acoustical engineers and geotechnical
8 engineers that are part of his team that assist with, you
9 know, specific projects that come up.

10 COMMITTEE MEMBER MARIN: Okay. And so this will
11 complement those efforts because?

12 MS. PATENAUDE: This contract originated back in
13 about 1999 when we start -- first came up with the first
14 project we talked with CalTrans. And they were really
15 hesitant to use it on any application. So, you know, they
16 said, you know, "Would you supply this stuff for us," kind
17 of, you know. "We've never used this. We've never seen
18 it used." So we made an agreement for the Dixon Landing
19 interchange, that we would supply the material and help
20 them install it if they would supply us the project.

21 And from there -- and once we made that agreement
22 we came back to the table and tried to figure out how we
23 were going to actually do this. So that's when we went
24 out to bid it with the original incentives contract, as we
25 called it. We hired a contracting -- an engineering

1 consulting firm that would actually be able to go out to
2 bid and purchase the material for us and supply personnel
3 to be in the field to put the -- help them put the
4 material in.

5 For the original project I was there, along with
6 their engineer, educating their engineer and CalTrans on
7 how to put the material in.

8 So that was the original incentives program. And
9 that project -- the funds for that project primarily went
10 for the Dixon Landing.

11 The next incentives contract that came up went to
12 Bryan Stirrat. And that project -- I mean that contract,
13 we used funding from that to build the original retaining
14 wall down on Riverside.

15 We also supplied construction oversight
16 assistance for placement of material at the VTA project
17 when they put the material in for vibration attenuation.

18 And then for the ongoing monitoring of the
19 instrumentation at Route 91, Bryan Stirrat has been
20 available to go out and take readings from the
21 instrumentation there.

22 So this is -- a lot of these funds haven't been
23 used each year because it's dependent on projects. And,
24 you know, the current -- funding for the current
25 incentives contract, we don't know if we'll use it when it

1 expires, because CalTrans agreed to do a wall with us and
2 it's a year overdue. And, you know, we are very dependent
3 on their schedule.

4 And we've been working much more extensively with
5 some local cities and counties now, because they seem to
6 be very receptive to this. It's a big savings for them.
7 A hundred to two hundred thousand dollars off a project
8 makes, you know, real sense to them. So we're putting a
9 lot more effort to talk with them and to get them up to
10 speed. And we're hoping to -- they have a lot smaller
11 projects.

12 Right now we're talking with Humboldt County, and
13 they have like three projects they're very anxious to do
14 with us. They're smaller landslide top projects. So
15 that's what we're hoping to do at the beginning of next
16 year for that county.

17 So --

18 COMMITTEE MEMBER MARIN: So we're going to use
19 this gentleman or this group to do what?

20 MS. PATENAUDE: They would put the bid out for
21 the material once -- you know, Dr. Humphrey would be going
22 to the meetings, deciding the engineering need for the
23 material. We make --

24 COMMITTEE MEMBER MARIN: Why wouldn't Dr.
25 Humphrey be able to do this?

1 MS. PATENAUDE: He doesn't have the -- he, for
2 one thing, doesn't have the time. You know, he's the Dean
3 of Engineering for the University Maine. And we just --

4 COMMITTEE MEMBER MARIN: And how much are we
5 paying him?

6 MS. PATENAUDE: We pay him on an hourly basis.
7 So it depends. Some months he doesn't even bill to us if
8 he doesn't come out here or we don't consult with him.

9 COMMITTEE MEMBER MARIN: But we have allocated --

10 MS. PATENAUDE: Yeah.

11 COMMITTEE MEMBER MARIN: -- how much money for
12 him?

13 MS. PATENAUDE: His current contract is \$650,000.
14 And previously we hadn't come close to using that amount.

15 COMMITTEE MEMBER MARIN: So 650. And now this
16 one is for 500?

17 MS. PATENAUDE: Correct. And this one would be
18 more with the purchase of material. So Dr. Humphrey would
19 work on the design, determining the need for the material.
20 And then this company or consulting firm would put the bid
21 out and actually --

22 ACTING CHAIRPERSON MULÉ: -- and provide
23 construction oversight?

24 MS. PATENAUDE: Correct, have --

25 ACTING CHAIRPERSON MULÉ: One contractor does

1 design, the other one does actual construction oversight;
2 is that correct?

3 MS. PATENAUDE: Correct.

4 Dr. Humphrey is usually there to help -- he comes
5 out for like maybe a day or two to assist with like the
6 instrumentation installation to basically teach us all
7 what we're doing. The idea is to get, you know,
8 independent from Dana, and then to learn from this and
9 pass it on to the cities, counties, and CalTrans
10 engineers.

11 COMMITTEE MEMBER MARIN: Well, yeah, maybe I'm
12 totally dense today. Please bear with me.

13 So we have a city that decides that they want to
14 do a light weight fill.

15 MS. PATENAUDE: Correct.

16 COMMITTEE MEMBER MARIN: They come to us. And
17 the city says, "We think that we have this wall that needs
18 to be done and we think that this might be a good thing."

19 MS. PATENAUDE: Correct.

20 COMMITTEE MEMBER MARIN: So we go, and they're
21 just giving us the opportunity to work on them, is that --
22 on their property, is that what it is?

23 MS. PATENAUDE: It's basically --

24 COMMITTEE MEMBER MARIN: Because we're going to
25 go in and -- because the city would traditionally have

1 their own city engineer. They traditionally would go out
2 there and make out the bids. Why wouldn't we let the
3 cities or the counties do that?

4 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES

5 SUPERVISOR FUJII: Maybe I kind of --

6 MS. PATENAUDE: They've been very reluctant
7 because of lack of knowledge.

8 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES

9 SUPERVISOR FUJII: Let me provide a little context for
10 maybe the overall process and how all these kind of pieces
11 fit together for everybody.

12 You know, what we're most familiar with is
13 probably the RAC program because we've talked extensively
14 about the outreach and -- the outreach and marketing
15 effort that we're pursuing there. And this is a very
16 similar effort where it's kind of a three-pronged
17 approach, where we have a marketing expertise who would go
18 out and solicit, you know, input from local governments.
19 We're sort of a little bit ahead of the curve here where
20 our marketing consultant, Ogilvie, is getting up to speed.
21 But we need to continue that marketing effort, you know,
22 before we get our marketing contractor fully on board.

23 So the effort that Stacey's talking about in the
24 RAC effort has been continuing for -- you know, is going
25 to continue, and we're going to continue to do some

1 outreach and do some technical assistance with the local
2 governments to try to promote this program.

3 But we need, you know, the technical expertise
4 to -- for example, RAC, we hired the RAC expert to
5 complement our marketing expertise to go out and solicit
6 and get participation and partnership with local
7 governments to do RAC.

8 What's different about RAC and TDA is that the
9 TDA technology is not quite as far along as RAC. And so
10 we're still needing to handhold, if you will, and provide
11 opportunities to sell the technology to the local
12 governments, because there's not very many projects that
13 have been done. And so why we're doing this additional
14 outreach that RAC doesn't do, and because we just have the
15 one RAC expert that we've hired, we have a TDA expert, but
16 in addition to the TDA expert we've hired this
17 construction management oversight contractor in addition
18 to provide some additional I guess opportunities for local
19 governments to understand the technology a little bit
20 more, because it just -- you know, RAC has been around a
21 long time. There aren't -- there are a handful of TDA
22 projects out there now. And so we still need this
23 additional contractor. We're not quite where RAC needs to
24 be yet. But we're hoping to get there maybe in a few
25 years.

1 So we have this additional contractor on board.
2 He's going to be assisting Dana Humphrey, who's the -- you
3 know, the guru, as you pointed out. We still need that
4 guy to go out there and say, "Here's how the thing works."
5 Our other contractor's here and available to provide the
6 hands-on, in-the-field oversight for the Board to actually
7 implement the projects that are selected as a result of
8 the marketing effort.

9 And so this is kind of how it's all going to fit
10 together.

11 ACTING CHAIRPERSON MULE: And, again, this
12 focuses on TDA, which is, you know, a different product
13 from RAC --

14 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES
15 SUPERVISOR FUJII: Exactly.

16 ACTING CHAIRPERSON MULE: -- and a different
17 application.

18 And, again, my understanding of this is that
19 the -- the one contractor, Dr. Humphrey, would provide
20 again design -- the design consulting services, if you
21 will, as a design engineer and work with the cities in the
22 design of the project, and then this contractor would be
23 in charge of construction oversight; is that correct?

24 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES
25 SUPERVISOR FUJII: That's correct.

1 In addition to that, would provide the actual
2 technical expertise needed for doing the media outreach
3 with Ogilvie. I mean this would be the guy that would go
4 on an as-needed basis to talk with, you know, public works
5 people to talk about TDA technology. I mean he's --

6 ACTING CHAIRPERSON MULÉ: Okay. Then Dr.
7 Humphrey's contract though -- I'm trying to recall. I
8 thought his contract was to go and work with this -- to go
9 out and speak to the jurisdictions about TDA as well as
10 RAC.

11 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES
12 SUPERVISOR FUJII: No, no, no. There's a RAC -- a
13 separate RAC contractor we've hired. MacTech is our RAC
14 contractor.

15 ACTING CHAIRPERSON MULÉ: Or Mac -- right,
16 MacTech.

17 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES
18 SUPERVISOR FUJII: So there's two of them. One does TDA,
19 one does RAC. They're two separate technologies. There
20 isn't one that knows both. You know, we have one expert
21 in RAC, we have one expert in TDA.

22 COMMITTEE MEMBER MARIN: Okay. So Dr. Humphrey
23 is the expert on what?

24 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES
25 SUPERVISOR FUJII: TDA.

1 COMMITTEE MEMBER MARIN: On TDA.

2 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES

3 SUPERVISOR FUJII: Tire derived aggregate.

4 COMMITTEE MEMBER MARIN: Okay. So he is not
5 involved in RAC?

6 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES

7 SUPERVISOR FUJII: That's correct.

8 We have a RAC expert, who is MacTech, that we
9 just recently --

10 COMMITTEE MEMBER MARIN: MacTech?

11 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES

12 SUPERVISOR FUJII: Yeah, that you approved back in --

13 COMMITTEE MEMBER MARIN: Okay. Now, Ogilvie,
14 tell me about how -- what I -- this is not a good day for
15 me.

16 What I am thinking here is that there may be some
17 overlapping, that maybe one person is doing the same thing
18 that another person is doing, and whether -- this is my
19 confusion. This particular contract, it seems to me that
20 we're overlapping with some of Ogilvie, that he's going to
21 be doing something that Ogilvie's supposed to be doing,
22 going in and talking to the public works people.

23 No?

24 WASTE TIRE DIVERSION MANAGER DELMAGE: Madam
25 Chair, if I might. Mitch Delmage, Branch Manager for the

1 Tire Program.

2 Let me start from the beginning. First, as we
3 all know, TDA is a wonderful opportunity to divert a lot
4 of tires to very good use. I think we're all in support
5 of that. We see the Ogilvie contract as being kind of the
6 main push forward, the big outreach effort to let cities
7 and counties know that there are opportunities here.

8 The second facet of that Ogilvie outreach is to
9 provide the cities the technical assistance that they need
10 and the comfort level that they need to move forward with
11 some of the ideas we want to present to them.

12 This contract -- and Dana Humphrey will serve
13 that second part together, you know, because each one will
14 have different angles that they can help with the local
15 government.

16 Now, this particular contract will go beyond
17 that. It becomes part of the incentive for the local
18 jurisdiction. They have a project they were going to do
19 anyway. We come in, Ogilvie, and say, "Why don't you
20 consider this." We bring in our experts to talk to their
21 people, convince them it's a good idea.

22 And then the last step is that incentive. We'll
23 provide funding for some of the material. We'll provide
24 oversight for the project. And the reason that oversight
25 is so very important is because if they do a project

1 because we suggest it and they don't do it right and it
2 fails, it sets us way back.

3 So this is kind of our insurance that not only
4 will the project go forward, but it will be very
5 successful and it can become a model for other programs,
6 because at the end of day TDA is going to be a big ticket
7 item for diverting waste tires out of the waste stream.

8 COMMITTEE MEMBER MARIN: All right. Maybe I'm
9 not as dense as I thought I was.

10 Okay. You're on.

11 Okay. I'm marking your words. I'm --

12 ACTING CHAIRPERSON MULÉ: Well it is -- it can be
13 a little confusing because there's so many pieces to all
14 of this. And it might be helpful, staff, if you could
15 provide us with a flow chart who all the contractors are
16 and --

17 DEPUTY DIRECTOR LEE: We'll follow up with that,
18 Madam Chair.

19 ACTING CHAIRPERSON MULÉ: That would be helpful.

20 Anyway, do I have a motion for Resolution
21 2005-282?

22 COMMITTEE MEMBER MARIN: Yes, Resolution 282.

23 Resolution 2005-282 I move.

24 ACTING CHAIRPERSON MULÉ: And I second that.

25 So we have a motion by Board Chair Marin and

1 seconded by myself.

2 And would you call the roll please.

3 COMMITTEE SECRETARY HUNT: Marin?

4 COMMITTEE MEMBER MARIN: Aye.

5 COMMITTEE SECRETARY HUNT: Mulé?

6 ACTING CHAIRPERSON MULÉ: Aye.

7 I guess that motion passes.

8 And this will go on fiscal consensus since we're
9 talking about -- we've got money involved.

10 Okay. Thank you very much, everyone.

11 And next item.

12 DEPUTY DIRECTOR LEE: Thank you, Madam Chair.

13 Agenda Item 23 is consideration of the
14 eligibility criteria, ranking criteria and evaluation
15 process for the Local Government Waste Tire Cleanup and
16 Amnesty Event Grant Program for Fiscal Year 2005-2006.

17 I mentioned in my opening remarks that we were
18 already in the process of various grant streamlining
19 efforts. This is another one in the line that we brought
20 to the Board in recent months. We've basically combined,
21 you know, two grant programs, allowing the applicants a
22 chance to apply for either one or both. We've simplified
23 the application process. So we think this should be well
24 received by the stakeholders.

25 I'm going to ask Diane Nordstrom again to follow

1 up with a staff presentation to give you some more
2 specifics on this particular program.

3 And, Diane, why don't you continue from here.

4 MS. NORDSTROM: Good morning, Madam Chair and
5 Committee Member Mulé.

6 In prior years the Board has awarded two separate
7 grant programs. One was the Local Government Waste Tire
8 Cleanup Grant Program, which provided funding to local
9 governments for the removal, transport and end use or
10 disposal of waste tires from tire stockpiles or nuisance
11 dumpings in their communities.

12 The second grant program was the Amnesty Day
13 Event Grant Program, which provided funding to local
14 governments for collection events, which allowed citizens
15 to provide waste tires -- to bring waste tires to
16 convenient locations for proper management.

17 This year Board staff is proposing that these two
18 grant programs be combined into one grant application
19 process to streamline the grant award process.

20 In the May 11, 2005, Board meeting the Board
21 allocated \$1 million for each program. Board staff is
22 proposing that \$1 million will be available for each
23 program. However, as one program is under subscribed, the
24 remaining funds may be used to fund the other program if
25 needed.

1 Board staff recommends the maximum grant award of
2 \$50,000 per site and \$200,000 per applicant for waste tire
3 cleanup programs and a maximum grant award of \$25,000 per
4 applicant for amnesty events, with no minimum match
5 requirement for each applicant.

6 To combine these two grant programs Board staff
7 is recommending that no changes be made to the applicant
8 eligibility for either program.

9 Eligible applicants will continue to be local
10 governments, which include local agencies, county and city
11 departments, code enforcement agencies, and California
12 Native American tribes.

13 For project eligibility there are no proposed
14 changes to the Waste Tire Cleanup Program. However, Board
15 staff is recommending the addition of a coupon program for
16 amnesty events. This change will allow local
17 jurisdictions to distribute coupons to the public to bring
18 waste tires to manned facilities on specified days.

19 Only the collection -- only the cost of
20 collection, transportation and disposal or end use of
21 these -- of the waste tires will be eligible for
22 reimbursement under the Amnesty Event Program.

23 The applicant staff time for oversight
24 publication, public education and advertising costs for
25 amnesty events will not be an eligible expense for the

1 grant funds since a minimum match is no longer required
2 from an applicant.

3 For the evaluation process, Board staff is
4 recommending that no changes be made to the ranking
5 criteria used to evaluate applicants for the Waste Tire
6 Cleanup Program. Sites and projects that are proposed for
7 cleanup will continue to be ranked based on their
8 potential threat to public health and safety and the
9 environment. However, to simplify the evaluation process
10 for the amnesty event programs, Board staff is proposing
11 the elimination of the scoring criteria that was used in
12 prior grant programs and replace it with a ranking
13 criteria which would rank applicants based on the cost per
14 tire for collection, transportation and disposal or end
15 use of waste tires.

16 If two or more applicants have the same cost per
17 tire for an amnesty event, then an applicant that has a
18 Waste Tire Enforcement Grant in place will receive a
19 higher ranking.

20 If two or more applicants have both an equal cost
21 per tire and a Waste Tire Enforcement Grant in place, then
22 the applicant that has budgeted the highest amount of
23 their own funds for oversight, public education and
24 advertisement for an amnesty event will receive a higher
25 ranking.

1 Approval of these proposed changes will allow
2 staff to combine the two grant programs and effectively
3 streamline the evaluation and award process.

4 Approval of this item will also direct staff to
5 prepare the notice of funding availability for this fiscal
6 year, which would be distributed to local governments and
7 California Native American tribes.

8 This concludes my presentation.

9 COMMITTEE MEMBER MARIN: I am sure you guys
10 contacted local agencies -- local cities and counties and
11 so forth. And I'm sure their reception must have been
12 great to all of these changes, right?

13 WASTE TIRE DIVERSION MANAGER DELMAGE: For the
14 most part.

15 COMMITTEE MEMBER MARIN: For the most part.

16 Okay. Who doesn't like it and why?

17 WASTE TIRE DIVERSION MANAGER DELMAGE: Yesterday
18 we were contacted from -- who was it, RCRC?

19 MS. NORDSTROM: Um-hmm.

20 WASTE TIRE DIVERSION MANAGER DELMAGE: Because
21 we -- in one of the changes we made to streamline we took
22 the -- we followed the lead from the cleanup program and
23 how they had streamlined their application and their
24 process. And we wanted to combine the two grants --

25 COMMITTEE MEMBER MARIN: Right.

1 WASTE TIRE DIVERSION MANAGER DELMAGE: -- and
2 streamline it as well and make it as simple as possible.
3 And in the process what we did was used as a criteria to
4 determine who would be higher up on the list cost per
5 tire, which is a sensible thing, but it does put rurals at
6 a bit of a disadvantage.

7 COMMITTEE MEMBER MARIN: Right.

8 ACTING CHAIRPERSON MULÉ: It puts the rurals at a
9 disadvantage. And I know from my experience with the
10 jurisdictions, it would be difficult to anticipate the
11 cost per tire for an amnesty event when you don't know how
12 many tires you're going to collect. For example, a
13 jurisdiction says, you know, "We're going to probably
14 collect a thousand tires" -- and this has happened -- they
15 end up collecting 3,000 tires.

16 So, you know, I don't know that the cost per tire
17 is a good criteria for the amnesty event, because again
18 they're not going to know how many tires they're going to
19 collect. Usually it's much greater than what they
20 anticipate.

21 WASTE TIRE DIVERSION MANAGER DELMAGE: And we did
22 anticipate that in our deliberations on this. And
23 basically what we're going to ask them to do is get a bid.
24 If they get it on a thousand tires, and it's 10,000 tires,
25 you know, the bid is not going to be -- I mean -- how do I

1 say this? What happens in the past is they -- the cost
2 per tire was included in the criteria anyway, and they
3 would get a certain amount of money anyway. The problem
4 of collecting more tires than they anticipated was not so
5 much the cost per tire; it was they didn't have enough
6 money to deal with it. But in this -- it's the same issue
7 here. They're only going to get a certain amount of
8 money. If they collect more tires than they anticipate,
9 they still won't have enough money to deal with it, at
10 least through the grant for that.

11 MS. NORDSTROM: In the prior grant awards they
12 had a set amount, and it's on a reimbursement account.
13 So --

14 ACTING CHAIRPERSON MULÉ: Okay. So they're
15 reimbursed after the event?

16 MS. NORDSTROM: Yeah, they -- to a maximum
17 amount. So if they go over that amount, we can't go back
18 and award them more money. They have to control the
19 amount of tires.

20 ACTING CHAIRPERSON MULÉ: Okay. I didn't realize
21 it was reimbursement. Okay.

22 MS. NORDSTROM: So it's all on reimbursement.
23 It's not a cut check.

24 ACTING CHAIRPERSON MULÉ: Right.

25 MS. NORDSTROM: So what they are charged -- you

1 know, it shouldn't change the cost per tire. They're
2 going to get a bid. And that cost per tire -- I mean if
3 they can pay for more and collect them for that same
4 price. But they do have a set amount.

5 ACTING CHAIRPERSON MULÉ: Right.

6 But the other issue, as was just brought up, is
7 the rurals, you know. We all know it's going to cost the
8 rurals more because of, you know, transportation costs,
9 you know, just to get it longer distances to transport it
10 to the their --

11 COMMITTEE MEMBER MARIN: I think we need to deal
12 with the rural communities. Maybe --

13 MS. NORDSTROM: We discussed --

14 WASTE TIRE DIVERSION MANAGER DELMAGE: Yeah, we
15 anticipated that. And we put some language together that
16 we can modify this before the Board meeting.

17 Do you want to discuss that?

18 DEPUTY DIRECTOR LEE: Mitch, why don't we share
19 that with the Committee.

20 WASTE TIRE DIVERSION MANAGER DELMAGE: Do you
21 have it there?

22 MS. NORDSTROM: Yeah. What we were proposing to
23 do is something similar to what was done for the Kuhl
24 Bill - RAC or a certain percentage of the funds are set
25 aside for the rural counties and they'll be ranked

1 separately. So we were proposing to reserve 25 percent of
2 the funding for rural counties. And I guess we would like
3 to put -- change the resolution to reflect that.

4 COMMITTEE MEMBER MARIN: Okay.

5 TIRE REMEDIATION & ENGINEERING TECHNICAL SERVICES
6 SUPERVISOR FUJII: We actually have some language we could
7 read into the record. And do we want to do that at this
8 point?

9 Okay. We'll go ahead and read that into the
10 record for your -- you know, for your consideration. But
11 it's basically what Diane said. And we would amend the
12 resolution and then forward that to the full Board for
13 their consideration.

14 COMMITTEE MEMBER MARIN: Okay. I do think --
15 I've been going to all of these rural communities and I've
16 seen the extra expense that they have to incur.

17 I'm also interested in -- we want this round of
18 times to be very successful. You know, there might be
19 some consideration -- and I don't know if -- we've never
20 done it before. I want to explore. Because if in fact a
21 jurisdiction, because they did such a great job
22 advertising or whatever, and they thought they were going
23 to get a thousand and all of a sudden they get 3,000, we
24 shouldn't penalize them. We should be -- we should
25 support their efforts, you know. What are they going to

1 do? What is a city going to do with 2,000 more tires that
2 they now have in their back lot?

3 I really want us to think about maybe setting
4 aside -- and if we need to do that. You know, we should
5 not penalize the local jurisdictions. If they have done a
6 great job, we should support them.

7 You know, on the other hand, they may be afraid
8 to be successful, you know. They may say, "Well, gee, we
9 only are going to get \$25,000. Make sure that we only get
10 200 cars, and after the 200 cars we stop there."

11 ACTING CHAIRPERSON MULÉ: Right. And you don't
12 want to turn those people away because we don't know what
13 they'll do with those tires.

14 COMMITTEE MEMBER MARIN: We need to -- and I
15 don't know whether we do it right now or before the Board
16 meeting. But can we be thoughtful about that.

17 DEPUTY DIRECTOR LEE: Ms. Marin, what I think we
18 would like to do on this is kind of take it back and think
19 about it, bring it back before the Board. We understand,
20 you know, the concerns that, you know, that you're
21 expressing. I think what we're kind of grappling with
22 right now in our own minds is again how to handle that
23 administratively.

24 In the past where we've had situations -- you
25 know, basically you're asking to kind of reserve a pot of

1 money to kind of handle contingencies. You know, that
2 creates kind of a difficulty from the grant perspective.

3 COMMITTEE MEMBER MARIN: I understand that.

4 DEPUTY DIRECTOR LEE: So, again, I need to kind
5 of, you know, sit down with my staff and with Legal and
6 Admin to see, you know, what's possible in that arena, and
7 be able to come back with a more, you know, cogent
8 presentation on this at the Board meeting.

9 COMMITTEE MEMBER MARIN: You see what I'm -- I
10 hope you understand what it is that I'm visualizing here.
11 You know, it may be that they do not want to be very
12 successful. And we don't want to do that, you know.
13 Because if they are very successful, they're going to end
14 up with more and that is -- it's not going to be
15 reimbursed.

16 We are limiting the success of the programs.

17 MS. NORDSTROM: We have increased the maximum
18 amount -- it was 20,000 per applicant last year -- to 25.
19 I don't know if you're comfortable with -- do you want to
20 increase that? Because otherwise we'd have to go back and
21 like reallocate money at a later -- and we're trying to
22 avoid not having a whole bunch of reallocation items at
23 the end of the year again. So I don't know --

24 WASTE TIRE DIVERSION MANAGER DELMAGE: And, Madam
25 Chair, the issue is something that we'll deal with Admin.

1 I really like creative solutions like you're
2 proposing. And if there's a way -- we'll talk with Legal,
3 we'll talk to Admin. Because there is money -- you know,
4 the money's good for three years. These programs don't
5 generally happen within the fiscal year. So that's an
6 issue. So we're going to have to work with Admin to
7 figure out if there's a way we can tie up money, move it
8 around after the end of a fiscal year within a grant
9 program. So it could be complex. But I really like the
10 creative thinking on it.

11 ACTING CHAIRPERSON MULÉ: Well, and the other
12 thing that you could do is -- I understand that every
13 jurisdiction that receives -- that has received a Tire
14 Amnesty Cleanup Grant in the past is required to provide a
15 report to us.

16 So I think if you all went back and did some
17 research and looked at how many tires did they estimate
18 and how many tires did they actually collect, then you can
19 then anticipate, you know, the percentage of jurisdictions
20 that might exceed their grant total dollar amount. And
21 then you can determine, you know, if you have a
22 contingency fund, as Board Chair suggests, you know, what
23 that might be.

24 COMMITTEE MEMBER MARIN: We want to make it
25 easier and we want to make them successful. You know, at

1 the end of the day that's what we really want.

2 Okay. With that particular change, then -- not
3 this change, but the rural change, I move approval of
4 Resolution 2005-283.

5 DEPUTY DIRECTOR LEE: Ms. Marin, if I may, I'd
6 like to say, since we're talking about, you know, changes
7 in how to handle that contingency --

8 COMMITTEE MEMBER MARIN: Oh, yeah. Forget that.
9 Forget it. I take that --

10 DEPUTY DIRECTOR LEE: -- I think we need to bring
11 that back before the full Board. And staff needs time to
12 kind of -- to see if there's an implementable program that
13 we can bring back to address that concern.

14 COMMITTEE MEMBER MARIN: I never moved anything.
15 Okay.

16 ACTING CHAIRPERSON MULÉ: We'll delete that from
17 the record.

18 I do have just one more question very quickly.

19 Page 23-4, the first full paragraph, reads, "An
20 exclusion of any of the above information will not" -- oh,
21 wait a minute. The last sentence. "All of the above
22 information must be received by the Board staff seven days
23 before the BAWDS item deadline."

24 My question is: How will the applicants know
25 what the BAWDS item deadline is? Will that be included in

1 the notice of funds available or --

2 MS. NORDSTROM: Yeah, it will be in the
3 application.

4 ACTING CHAIRPERSON MULÉ: Okay.

5 MS. NORDSTROM: We usually give them a set
6 deadline when all of -- everything needs to be completed.

7 ACTING CHAIRPERSON MULÉ: Just want to make sure
8 that's all spelled out.

9 COMMITTEE MEMBER MARIN: And don't put a timeline
10 at 3 o'clock or 4 o'clock or 5 o'clock.

11 MS. NORDSTROM: It has to be in your office at 2.

12 COMMITTEE MEMBER MARIN: In my office. Thank you
13 very much.

14 Thank you, Diane.

15 ACTING CHAIRPERSON MULÉ: We'll come over to you,
16 Chair Marin.

17 COMMITTEE MEMBER MARIN: All right.

18 ACTING CHAIRPERSON MULÉ: Okay. So this item
19 will go to the full Board. And thank you all very much
20 for that.

21 And I did not state in the beginning of the
22 meeting, but Item 24 has been pulled and will not be heard
23 this month.

24 So with that, is there any comments from the
25 public?

1 Seeing none, this meeting --

2 COMMITTEE MEMBER MARIN: Wait, wait. No, no. I
3 have a comment from the dais.

4 You know, believe it or not, Terry, we read your
5 tire reports. I do. I look anxiously for them at the
6 beginning of the week. And I was surprised to find that
7 somebody who received an award went to the trouble of
8 finding out that the ribbons came from Ohio and the
9 three-pound engraved glass is a non-recycled award was
10 made in China.

11 So, first of all, I want to get those awards from
12 the guy that got them or the gal that got them -- no, I'm
13 kidding.

14 But I think he raises a very good point. And I
15 know that we didn't really select this. I believe that it
16 was our contractor, the State Fair that actually went in
17 and purchased all of the ribbons and so forth. But I --
18 as much as we can -- and, you know, when we give the
19 awards, they're usually the glass recycled, beautiful
20 vases and whatever else.

21 But it might be a good idea to ensure that the
22 things that we give as plaques or whatever, they're
23 recycled content awards, if we have. And ribbons -- I
24 don't know about ribbons. I don't know how many U.S.
25 ribbons we have. But that was -- I understand that was

1 chosen by the State Fair, and they're the ones that
2 purchased I think it was millions of ribbons.

3 But it was a good point. And I do read your tire
4 report.

5 MR. LEVEILLE: It was directed at you too. That
6 was for your sake, because I figured your power can maybe
7 make things happen.

8 WASTE TIRE DIVERSION MANAGER DELMAGE: Have
9 Arnold talk to him over at the State Fair.

10 COMMITTEE MEMBER MARIN: Terry.

11 ACTING CHAIRPERSON MULÉ: But the point is is
12 that, you know, we are trying to expand, you know, the
13 whole concept of recycled content products throughout
14 state agencies. And you do -- and, again, I have it here
15 too in my -- because we all read your report. And you did
16 make a good point. And, you know, I appreciated that
17 point. And, again, it's just something that -- you know,
18 again we all know that we need to purchase recycled
19 content products. But we really do need to get the word
20 out to our other sister agencies to do the same.

21 But thank you.

22 COMMITTEE MEMBER MARIN: And we cannot ask
23 anybody else to do something when we are either by default
24 or by -- you know, that we don't do it ourselves. So I
25 think that this forces the Board to strive to do what we

1 are asking everybody else to do. And, you know, no paper
2 for me anymore; you know, my glass cup, you know -- but
3 it's the little things that really -- we practice what we
4 preach.

5 And I do appreciate it, Terry.

6 MR. LEVEILLE: Thank you.

7 ACTING CHAIRPERSON MULE: Thank you, Madam --

8 COMMITTEE MEMBER MARIN: And my recycled
9 clothes -- no.

10 ACTING CHAIRPERSON MULE: Thank you, Madam Chair.
11 I'm glad you brought that up.

12 WASTE TIRE DIVERSION MANAGER DELMAGE: Thrift
13 store.

14 COMMITTEE MEMBER MARIN: Thrift store.

15 ACTING CHAIRPERSON MULE: Well, if there's no
16 other comments, this meeting is adjourned.

17 Thank you, all.

18 (Thereupon the California Integrated Waste
19 Management Board, Special Waste Committe
20 meeting adjourned at 10:50 a.m.)

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1 CERTIFICATE OF REPORTER

2 I, JAMES F. PETERS, a Certified Shorthand
3 Reporter of the State of California, and Registered
4 Professional Reporter, do hereby certify:

5 That I am a disinterested person herein; that the
6 foregoing California Integrated Waste Management Board,
7 Special Waste Committee meeting was reported in shorthand
8 by me, James F. Peters, a Certified Shorthand Reporter of
9 the State of California, and thereafter transcribed into
10 typewriting.

11 I further certify that I am not of counsel or
12 attorney for any of the parties to said meeting nor in any
13 way interested in the outcome of said meeting.

14 IN WITNESS WHEREOF, I have hereunto set my hand
15 this 14th day of October, 2005.

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